

ORDER



KLAS

Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

15%

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Orders	Order / Rev:	37716
	Alt Order #:	08888787
	Product Desc:	Horsford/DCCC
	Estimate:	2229
	Flight Dates:	10/25/12 - 10/25/12
	Original Date / Rev:	10/24/12 / 10/24/12
	Order Type:	GENERAL

Agency	Name:	GMMB
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave NW
		Washington, DC 20007

Advertiser	Name:	Horsford - DCCC
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV1
	Revenue Codes:	AGY, POL, CAND

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	16	\$8,275.00	\$7,033.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$8,275.00	\$7,033.75	0.00
Totals	16	\$8,275.00	\$7,033.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

KLAS	30%	\$8,275.00
Market	100%	\$27,583.33

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,895.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,379.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/25/12	10/25/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	---T---	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---T---		1		\$275.00		0.00					
2	8	10/25/12	10/25/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	---T---	:30	1	\$200.00	LV1	0.00	NM	1	\$200.00

Order / Rev: 37716
 Alt Order #: 08888787
 Flight Dates: 10/25/12 - 10/25/12

Advertiser: Horsford - DCCC
 Product Desc: Horsford/DCCC
 Estimate: 2229
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	8	10/25/12	10/25/12	7-8p Rotator 7-8p Rotator	CM	7-8p ---T---	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---				1	\$1,225.00		0.00			
15	8	10/25/12	10/25/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p ---T---	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---				1	\$600.00		0.00			
16	8	10/25/12	10/25/12	Letterman Letterman	CM	1135p-1237a ---T---	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
LATE SHOW w. LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	---T---				1	\$275.00		0.00			
Totals												16	\$8,275.00	